NEW YORK, SUNDAY, DECEMBER 25, 1904, - Copyright, 1904, by The Sun Printing and Publishing Association

FINE BOATING DOWN THE BAY

GREAT SPORT WHEN THE AIR IS FROSTY AND BRACING.

It Isn't Cold, Once You're Used to It, and There's a Tonie in Winter Wind Off Coney Isand Point-Glories of the Lower Bay Displayed in Cold Weather.

A mite of a boat rounded Coney Island Point and headed into Gravesend Bay. A stiff northwest wind was blowing across the last of the ebb tide running out of the bay, making a sloppy sea. It was the afternoon of one of the clear and cold days early in December. The sun showed as a crimson disc through a bank of cloud just above the southwestern horizon and was reflected with many tints from the chasing

As the boat drew nearer it was seen that she was a small launch, and the steady throb of her exhaust told that she was of the ordinary type of gasolene boat and was working well. At low water the channel from near the point is narrow and none too deep for even small craft. As the launch entered the channel a man sitting near the stern, the only occupant of the boat, got up and walked half a dozen steps to the forward end of the cockpit and steered with a hand on the wheel.

To keep in the channel the little boat had to take the sea on her port bow, and as the water became shallower and the waves higher the salt spray dashed over the man until it looked as if he would be drenched to the skin. He stepped back and slowed down the boat a little until she had made the roughest of the run up the channel. Then the throb of the exhaust quickened, and in comparatively smooth water the launch rounded up near the head of the float stage at full speed, a lever reversed her propellor blades, there was a commotion of water under her stern and her headway was nearly stopped. Power was shut off and she rubbed lightly against the timbers of the float. The man got out, took two half hitches of the bowline on a cleat and beat the dripping salt water from the front of his heavy navy blue sweater. He had been down the bay for an airing, he said.
"Yes, it is a trifle cool for that sort of

recreation," he went on; "but the air is fine and bracing. We have been favored with many days like this since the really good weather for this kind of boating began, and I have hope of enjoying more before cold weather comes

"Oh, no; this isn't cold if you have grown used to it as the coolness increased. Why when I was starting out I wound up a piece of wire cable on my wheel and had to take off my jersey, roll up my shirt sleeves, hang over the stern and work with my arms in the water until I got the wire disentangled; and after I was under headway again I actually forgot to roll down my sleeves and put on the jersey until I was well off the point and the freshening breeze

reminded me that this was not August.
"What am I doing this for? Well, I was not as hardy early in the summer as I might have been. So I took to the water. There was not much real benefit in it during the hot weather. I rigged up a sort of folding awning-sunshade. I called it-and when the boat was moving the heat was not unbearable. With this and other expedients I managed to weather the summer. The yacht clubs sent down their colors for the 'unattached' boating men mostly laid up their boats shortly afterward. Then, barring the days of bad weather we always have in the fall, the really fine boating season began.

"I'm no painter or poet, but if I were both I couldn't picture the glories of the lower bay in its various October and November aspects. Sometimes I think the greatest charm is of a hazy morning, when the air is still and the bay smooth save for the long swell that comes in from the sea, heaving in great tracts the glassy water. And sometimes I think there is nothing else so delightful as an afternoon like this, when the atmosphere is clear and the wind brisk and the water a bit lively.

"They are certainly missing the best of it-the boating men who lay up for the winter as soon as the usual 'warm spell' in September is over. We have had more good weather for amateur skippers on the bay since Oct. 1 than we had before that date.

"Ever have any trouble with my engine? I've been waiting for that question. It usually comes first. Yes, I have had trouble with my engine. The 'managing owner of a gasolene boat who has not had trouble with his engine is not yet born. If ever he shall be born he will be booked for immortality; his name will go banging down the corridors of time like a garbage can down a dumbwaiter shaft. (I live in a

flat.)
"Feel of that forearm muscle and of the "Feel of that forearm muscle and of the other one. That comes from twisting the crank of the flywheel after the engine had been put in order for me. I had to get used to turning the crank part of the time with my left arm, for I was becoming a Hercules as to my right side and remaining a living skeleton as to my left. But in cases of 'trouble with the engine' the fault is usually with the man. Nearly all gasolene motors will run pretty well if they are treated right. Mine will. It took some time to find it out, but this little engine is running so steadily now that a child or even a self-styled expert could make it do its work to perfection."

The man said that he had promised to tow a couple of fishermen in a dory up from the bell buoy about sunset if the wind dropped—which it had—and with that he would call his day's outing ended. He entered the boat, grasped the flywheel by its rim, gave it a quick quarter turn and headed for the point.

SANTA CLAUS IN A CAB.

A Jolly Policeman Meets Him Bound on Visit to a Country House.

"Christmas, hey?" said the jolly policeman, pointing to a cab at that moment crossing Broadway carrying on its roof a solid looking but travel worn trunk and a brand new boy's sled.

Inside the cab was a very cheerful appearing gentleman of fifty or thereabouts, with rosy cheeks and an air of comfort

and good humor. "That's Santa, in one of his numerous disguises," the policeman went on. "He's bound for some railroad station, just now,

bound for some railroad station, just now, and he's going out into the country somewhere on invitation, to spend the Christmas holidays.

"And that fine sled he's got on the roof along with his trunk is not for himself to slide down hill on. No. that's for the kid in the bouse where he's going to; and he's got more things for him. and for the rest of the children in the bouse in his trunk. What do you think?"

And it seemed probable that the jolly policeman had doped it out about right.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

The greatest Store and the greatest business in Brooklyn have risen here on the foundation of Public Satisfaction with the best service, the best assortments and lowest prices.



Store Closed Monday-Beginning Tuesday, we will resume the usual closing hour, 6 P. M.

The Mammoth Annual

Sale of Muslin Underwear And Kindred Kinds of Merchandise.

This is an event to which Brooklyn women look forward with keen anticipation. It is a recognized and important annual event, a sale so carefully and elaborately planned that it brings women to town from miles around; women who know by experience that in this Store at this time has been gathered a collection of Muslin Underwear and the kindred goods that come under the great WHITE SALE far, far greater than in any like sale hereabouts, and that each year

Prices Are More Amazing Than Ever

10c. Masonville muslin and long cloth fin-ish Drawers, with hem and tucks. Not sent C. O. D.

24c. Muslin Drawers, with full cambric hemstitched ruffle and two chasters of tucks.

290. Muslin Drawers, with ruffle of embroidery and tucks above; another style with full cambric hemstitched ruffle, cluster of tucks above.

39c. Cambric Drawers, with full tucked lawn ruffle, trimmed with lace; another style, with full lawn ruffle, trimmed with two insertions and edge of lace, others with two insertions and edge of lace, others with lawn ruffle with two clusters of hemstitched

tucks.

49c. Muslin and cambric Drawers, trimmed with full ruffle of choice embroidery and cluster of tucks above.

50c. Cambric Drawers, with lawn of heinstitched umbrella ruffle, trimmed with choice embroidery; others with full ruffle of embroidery, and two clusters of tucks.

98c. Cambric Drawers, one style with insertion and ruffle of fine embroidery, trimmed with embroidery.
\$1.98. Nainsook Drawers, trimmed with full ruffle of fine embroidery.

Walking Skirts.

98c. Cambric Skirts, full lawn flounce, with four insertions and deep edge of lace; others with lawn umbrella ruffle, with four clusters of hemstitched tucks and two insertions and ruffle of Torchon lace; others with deep ruffle and embroidery and two clusters of hemstitched tucks, also dust ruffle.

ruffle.

\$1.39. Cambric Skirts, with full lawn hemstitched tucked ruffle, trimmed with full ruffle of fine embroidery and also dust ruffle.

\$1.48. Cambric Skirts, deep lawn flounce, with four clusters of tucks and two insertions and full ruffle of lace, also dust ruffle.

\$1.69. Cambric Skirts, with two clusters of hemstitched tucks and deep flounce of fine embroidery; also dust ruffle; another style with double ruffle of fine embroidery.

\$1.98. Cambric Skirts, with deep flounce of lace insertions and trimmed with double ruffle of lace, also dust ruffle; another style with deep ruffle of fine embroidery, two clusters of tucks above.

Colored and Black Petticoats.

59c. Cambric Walking Skirts, full lawn hemstitched tucked umbreilaruffle, trimmed with embroidery or Maltese lace, also dust with hem. Not sent C. O. D. 50c. seersucker Petticoats, 29c. Blue and white striped, made with full umbrella ruffle.

With full umbrella ruffle, trimmed with

ruffle \$2.00 black sateen Petticoats 98c A variety of pretty models, some with three full ruffles, others with plaited ruffles. \$4.00 black silk Petticoats, \$2.89

Made with knife plaited ruffle, trimmed with small ruffle, percaline foundation and \$5.00 taffeta silk Petticoats, \$8.98. In black and colors, made with attached flare ruffle, percaline foundation and dust

\$7.50 Black and Colored Taffeta Silk Petticoats, \$5.98. Made with deep grad-uated accordion plaited ruffle, trimmed with two ruches, foundation and dust ruffle of

Men's \$5, \$6 and \$7 Trousers, \$3.75.

Now, when the smoke of the Christmas battle for gift obtaining has cleared away, and you have time to look around you, perhaps you may discover that an extra pair of Trousers will come in most opportunely -and we're going to help with the smallest price quoted anywhere for such excellence.

We have bought the entire stock of fine worsted Trousers of one of the most prominent makers in New York. Paid him less than their average cost to make. It is his season's end for Winter Trousers, and the clearance of the entire stock was worth while.

Now You May Save a Full Third to Half. Fabrics are full Winter weight worsteds, in a variety of excellent designs and medium to dark colorings; all hand tailored, shapely and well fitting, and sizes for everybody, from 30 to 48 inch waist measurement.

Handkerchiefs

Now for a Clean Up.

After one of the most successful seasons of Holiday selling that this Handkerchief Store has ever experienced, we offer those odd pieces that have been tossed and crumpled a bit, at very decidedly reduced prices.

12½c. styles at 8c 24c. styles at 12½c 47c. styles at 24c

For Men:

Men's 50c, Unlaundered Shirts, 33c.

Dress Shirts of Utica Nonpareil muslin, also Williamsville muslin felled seams, reinforced fronts, continuous facings, linen bosoms. These at 49c. Each.

White laundered dress Shirts, plaited bosoms, worth \$1.00. Fancy stiff bosom Shirts of fine percales, white grounds, with neat figures and stripes, chiefly black and blue, one pair of detached cuffs, worth \$1.00. Men's Negligee Shirts of fine quality printed madras, detached cuffs, neat figures and stripes, worth 85c.

Men's 50c Night Shirts, 33c. Of good quality cotton, cut full and long. Felled seams, fast color trimming on collar and sleeves, with and without collars.

Men's 50c. Domet Night Shirts, 35c. In new neat stripes, cut full and long and roomy. Men's \$1.00 Domet Pajamas, 65c.

Of very good quality, fancy striped domet, with military collar and finished with pear buttons.

Boys' 65c. Negligee Shirts, 29c. Broken sizes, chiefly light grounds, with neat figures and stripes; detached cuffs.

Boys' \$1.00 Fancy Dress Shirts, 59c. Both light and dark colors, stiff bosoms of fine percale; detached cuffs.

Boys' 50c. domet Night Shirts, 29c.; in 4, 6 and 8 year sizes only. Men's 20c. Half Hose, IOc.

Black cotton, with double soles; others with split soles. Colored cotton, in tan, gray and cadet; fancy striped cotton. Men's 50c. Half Hose, 18c.

Black lisle Half Hose, with white split soles; also some in tan, gray and cadet. Black cotton, with embroidered fronts; also some fancy stripes; also black lisle with embroidered fronts. Men's 75c. Half Hose, 38c.

Novelties in vertical stripes and embroideries.

Men's Natural Wool Underwear, 69c. Winter weight Shirts and Drawers, not all wool, a slight percentage of cotton that prevents shrinkage and adds to the wear. Shirts have good pearl buttons, flat overlock seams and ribbed bottoms.

Drawers have strong taped seams and deep reinforced gussets. Sale starts with a good assortment of sizes.

Main floor, front, East Building.

A Budget of Big Values. The Gist of Tuesday's Sales.

The Mammoth Annual Sale of Muslin Underwear

Lace Curtains, Upholsterings, Rugs and Brass and Iron Beds and Bedding-a sale that eclipses all

precedent. Linens, White Goods, Blankets, Bed Spreads and Comfortables, Flannels, etc.-Extraordinary Price

Cutting-The Annual Sale. A Clean Up of Handkerchiefs-slightly mussed.

Men's \$5, \$6 and \$7 Trousers, \$3.75. 49c. Colored Wool Voiles, 29c. yard-44 inches wide. 121/2c. Woven Ginghams, 5c.a yard-About 5,000

yards in all. New Year Suggestions in China and Imitation Cut

Shirts, Night Shirts, Underwear and Hosiery for

Men, Women and Children-All Records Surpassed. \$2 French Flannel Waists, 98c. A Mammoth Sale of Muslin Underwear.

Mocha and Java Coffee, 27c. a pound. No mail or telephone orders. \$1.25 J. B. Corsets, 45c.

79c. and \$1 Messaline Satin and Peau de Cygne, 59c. a yard. Clearance Sales in the Art Embroidery Store.

Clearance Sale of Christmas Stationery-Less than Best VALUES Ever. 19c. to \$3.98 French and Roubaix Valenciennes

12½c. Woven Ginghams, 5c. a Yard. About 15,000 Yards All Told.

One of the greatest Gingham offerings of years. A standard quality that is retailed nearly everywhere at 15c. a yard, and here regularly at 121/2c. a yard. There are 15,000 yards to sell at the smallest price on record. Light blue, with corded white stripes, pink with corded white and black stripes; linen color with corded white and black stripes, 5c. a yard. Main floor, West Building.

More Extraordinary Values From the Silk Waist Store.

\$2 French Flannel Waists, 98c. Front is made of stitched side plaits, box plait in centre, with pretty gun metal buttons, tucked back, full sleeves, finished with cuffs, separate stock, with tab turnover; black, green and red.

\$4.00 Sweaters. \$2.98. In a fancy stitch, closely woven. Either high or V neck, fastened in front with large pearl buttons, full sleeves, colors are black, white, red and gray.

\$7.50 Peau de Cygne Waists, \$4.98. Yoke of pin tucking, separated with rows of lagoting, side front opening, tucked back, bishop sleeves with shirrings in centre, finished with fancy cuffs, stock to correspond, colors are light blue, tan, white and black.

\$5.00 Taffeta Silk Walsta, \$3.98. Front is made with cluster shirring and box plaits, trimmed with French knots, shirred back, very full sleeves with shirrings at top, attached collars, colors are white, light blue and black. Second floor, rear, Central Building.

A dainty assortment of lawn, flannelette, cambric Kimonos and Wrappers and Eiderdown Bath or Lounging Robes.

styles.

Wrappers of flannele te, in all colors, made with yoke and revers over shoulder, trimmed with fancy braid, bishop sleeves, deep flounce on skirt.

Spec
Wrappers of cambric and flannelette, made in several styles, some trimmed with white cording, others with fancy braid and edge, full skirt with deep flounce, including the corset Wrapper.

P8c
Wrappers of heavy flannelette, made in several styles, some with yoke of velvet ribbon, others of fancy linen braid and edge. \$1.39
Kimonos of flannelette, in pretty Persian patterns, trimmed with satin border to match.

Second floor, rear, Central Building.

satin border to match.

S1.30

Eiderdown Bath or Lounging Robes, in large assortment of colors, made with large collar, with sleeves, pocket and tollar trimmed with satin; silk frogs and heavy worsted girdle.

\$1.95

Kimonos and Wrappers, Bath and Lounging Robes.

Lawn Kimphos and Wrappers in a large assortment of colors and

FREDERICK LOESER & CO.

In every detail the Leading Retail Establishment of Brooklyn.

Store Closed

To-Morrow.

FREDERICK LOESER & CO.

The World's Broadest Guarantee Is YOUR INSURANCE POLICY in Buying at Loeser's.

BROOKLYN ADVERTISEMENTS.

As against the many exaggerated claims of low prices with which the daily papers are filled, we offer OUR GUARANTEE, the broadest given to the public by any house in the world.

"We guarantee the price of everything we sell to be as low as or lower than the same article or pattern can be bought anywhere else. If in a day, a week or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? It covers every line of merchandise we sell, and under any circumstances the patron of Loeser's is protected."

This guarantee renders it absolutely impossible for any house in Greater New York, under any circumstances or conditions, to sell the same goods or patterns for lower prices than we do, as we are sure to discover any change in price almost at once, and then our guarantee makes good. Every claim covered by our guarantee is allowed instantly, with thanks for the information we receive.

We fully realize that there is only one sentiment in business—CONFIDENCE. After that the entire structure is built upon prices and quality. Every purchase made of us carries with it AN INSURANCE POLICY against the possible loss of a single penny under any circumstances which can or may arise within thirty days. Is any further argument needed? Can there possibly be a saler store than one where such insurance is given?

The Quality White Sale Unparalleled in Magnitude. Unprecedented in Low Pricing. THE SIMPLE ANNOUNCEMENT is enough to crowd the Store. All Brooklyn knows the Loeser White Sales Brooklyn has for years depended on them. All Brooklyn will welcome this announcement of the greatest White we ever held and will throng the Store on Tuesday.

Sale we ever held and will throng the Store on Tuesday.

Hundreds of thousands of new garments are ready. The quantity was never before so vast. The prices were never

before so low. But the strength of the Sale-the point that distinguishes it from all others-is the fact that No Matter How Low the Price, QUALITY Has Not Been Sacrificed.

In every detail these garments are as fine as though you should pay regular prices for them. The 23c. Night Gowns—less than the price of the muslin in them—are as perfectly shaped, as full and generous in size, as dainty in style as though you paid the full price, 50c., for them. The 5c. Corset Covers are as notable—and so all through the Sale. It is more than a White Sale. It is a QUALITY White Sale.

Now to the details: The greater part of the second floor is given up to the event. Extra salespeople will insure prompt and pleasant service, no matter how great the crowds. Stirring offerings of Corsets, Wrappers, Waists and kindred was add to the Sale's importance. kindred wear add to the Sale's importance.

Grset Gvers, 5c. to \$1.98. At 5c. Cambric and muslin Corset Cov-ers, 2 shapes, square and V neck, felled seams; none sent C. O. D At 10c. Cambric Corset Covers, high and square neck, with embroidery edge. t 19c. Cambric Corset Covers, in 5 styles, square and high neck. Also French shaped, low neck,

some trimmed with embroidery and others with lace edge. At 25c. and 29c. Cambric Corset Covers, low and high neck, some V shape, others round neck, all made with French bodies with lace

and embroidered edges.

At 49c. and 79c. Corset Covers of fine cambric and nainsook, made in several good models, mostly French effects, with lace and embroidery insertions and some with insertion of ribbon.

At 98c. Still finer lot of nainsook Corset Covers, all low neck effects, prettily trimmed with lace, embroidery and ribbons. Drawers, 10c. to \$1.98.

At 10c. Women's good muslin Drawers, made with hem and tucks, yoke band. At 19c. Good muslin Drawers, some with ruffles hemstitched and others with hem and cluster of tucks. Others have lace edge. At 25c. and 29c. Good muslin Drawers,

made with deep ruffle of embroidery; others with hemstitched tucks and hemstitched ruffle

INFANTS' WEAR --- Values That Make New Records.

In keeping with the great sale of Underwear, we have prepared ex-tensively for the little folks. The prices are just as advantageous.

Infants' Long Slips. At 10c. Long Slips of soft cambric, with ruffle on neck and sleeves. None sent C. O. D.

At 19c., 25c., 29c. Long Slips of soft cambric and nainsook, some with small yokes, others have tucked front and hometitaking.

tucked front and hemstitching.

At 49c. and 79c. Long Slips of soft nainsook, prettily trimmed in a variety of styles in round and square

cambric Drawers, in several styles. Some are made with ruffle of embroidery, others have round ruffle, edged with lace. At 59c. and 79c. Fine cambric and muslin Drawers, in several styles. Some are made with ruffles, edged with embroidery and ribbon bows.

Night Gowns, 23c. to \$1.98. At 23c. Good muslin Night Gowns, in 4 styles. V and high neck effects. Some are made with insertion in the yoke and others have

a deep yoke.

At 37°, and 49c. Good muslin Night
Gowns, V shape, high and square
prok effects. Some of the yokes
tare trimmed with insertion of embroidery and tucks between. Others are Empire effect, lace trimmed. At 59c. An exceptionally fine lot of Night Gowns, square and high neck effects, prettily trimmed with embroidery; also with lace insertion and hemstitched.

79c. An excellent lot of cambric and nainsook Gowns, several good models, prettily trimmed with lace At 98c. A large variety of styles of nainsook, prettily trimmed with

Chemises, 25c. to \$1.98. At 25c. Muslin Chemises, with corded band and pearl buttons.

yoke effect, embroidery and lace ! At 98c. and \$1.49. Long Slips of fine nainsook, in a variety of models, some made with yoke back and front, trimmed with embroidery and tucks, others hemstitched effects with insertings of embroidery.

Infants' Lawn Caps. At 12c., 19c. and 29c. Fine lawn Caps, some plain, others dotted effects, French shape, some with tucks, some with embroidery and lace, or French ruching; ribbon trimmed.

At 39c. and 49c. Good muslin and At 39c., 49c. and 59c. Muslin and cambric Chemises. Some plain, others with insertion and square effects, prettily trimmed with embroidery.

At 79c. and 98c. Chemises of cambric and nainsook, round and square effect, lace and embroidery trimmed.

Petticoats, 39c. to \$2.98. At 39c. and 49c. White Petticoats, made of cambric or muslin, with hemstitched ruffles; also some with

embroidered edges. At 59c. and 98c. Muslin and cambric Petticoats, some with deep flounces of lace insertions and edge; others embroidery trimmed. t 98c. Fine muslin and cambric Petticoats, about 12 styles to se-lect from. They are made with deep embroidered ruffles, 6 and 8 in. deep, some have flare flounces

others are daintily hemstitched effects. Aprons, 5c. to 39c.

with lace insertions and edges, and

At 5c. 2,000 fine white Aprons, made with hem and tucks and strings. None sent C. O. D. At 19c., 29c. and 39c. A large variety of Maid's Aprons, made with bows and stripes, some with deep hem and cluster of tucks.

fect, with turnback piece of embroidery, others have a tucked crown. At 79c. and 98c. Caps of sheer lawn, lace and ribbon trimmed, some are hemstitched effect.

At 39c. and 49c. Caps of fine lawn

in several styles, some Dutch ef-

Children's Guimpes.

At 39c. and 49c. Guimpes of fine lawn, some have yokes of tuck-ing; others are made to wear with the suspender dresses, sizes 4 to 14

\$20 to \$25 Velveteen Suits, \$9.98. Good fortune brings another small group of these hand-some Suits—wonderful value for the price they cost.

They are made of excellent velveteen in the season's most popular blouse models, some with fancy vests and all with the large new sleeves and silk and button trimmings. Silk lining for the coats; very full plaited and gathered skirts. None sent C. O. D.

News of White Laces.

Laces, 5c. to 69c.

Also Insertions. The finest Val. Laces and Insertions made. Mostly broken sets, but with some full sets, also. Insertions to match the Edges. These laces are excellent for Spring and Summer dress and underwear trimmings. They are all perfect and the patterns are extremely pretty; 1,500 dozen yards, which represent some of the very best values we have ever offered

10c. to \$1.25 Point de Parls and Normandie Laces, 5c. to 19c.

Also a variety of Insertions. Fine and desirable patterns; some sets complete, others are broken. Insertion to

match all Edges. Better values will be hard to find. 19c. to \$1.75 Cotton Allovers, 10c. to 49c. In butter, white and Arabian colors, 18 inches wide. Handsome and effective patterns, all of good quality. Considering the quantity of Shirt Waist that are made of these laces there should not be many ards left Tuesday

6c. to 39c. Torchon Laces, 2c. to 10c. Insertions, from the half inch kinds to the 5 and 6 inch widths. All are well made, in good patterns, and it is really difficult to tell them from the real. \$12 to \$39 Lace and Spangled Robes,

\$5.98 to \$12.98. Some of the best Robe values that we have known. The Lace Robes are in white, cream and black, all in the right length, with the long sweep. There are many styles and patterns to choose from, including Robes of Lierre fancy nets. Brussels and La Tosca nets.

The Spangled Robes are in all black, white and silver and white and gold. All are made on good and strong net, well covered with spangles in pretty designs. Waists and sleeves to match.

Collars and Cuffs.

6 Collars for 48c. 6 Pairs of Cuffs, 68c. Men's and Boys'.

The splendid product of one of the foremost Collar makers in Troy here Tuesday in tremendous quantity; in magnificent variety; all perfect; all spick span new, and at a price probably without a precedent in littleness.

If we could tell the name of the maker and his brand, it would insure a crowd from the minute the Store opens. But we have promised not to do that. You will recognize the brand as soon as you see the Collars and Cuffs. You will find among them fourteen new or staple shapes of men's Collars and 6 styles of boys' Collars. The Cuffs are in four good shapes for link or stud buttons for men

Collars and Cuffs are in the original packages and all fresh and clean. They will be sold in half dozens only—the packages will not be broken. And no one who has a need for Collars and Cuffs should miss the chance.

Main Floor, Elm Place. None sent C.O.D.

Men's \$15 to \$18 Overcoats, **\$10.50.**

A hundred and twenty-seven splendid Overcoats in the group. They were made especially for us. They are our regular \$15 to \$18 values. They have the same style and swing and character that you will find in Over-coats costing \$30 or more. They are, we believe, THE BEST OVERCOATS THAT HAVE BEEN OFFERED

IN BROOKLYN FOR AS LITTLE AS \$10.50. The model is the season's newest 52 inch Coat, broad, snug fitting shoulders, with or without belt, velvet collar, The fabrics are fine Oxford and black meltons and

The trimmings are the best. Some are lined with heavy serge with sleeves lined with satin. Others have black diagonal body lining with the shoulders and sleeves lined with satin faced Venetian.

All are cut full and graceful and there are all sizes in the lot, from 34 to 42 breast.

Second Ploor, Fim Place Entrance